



Support a Digital Ad Tax in Illinois

THE SITUATION

- ➔ Big Tech corporations make billions by collecting our personal data and selling it to digital advertisers, who use our data to tailor and target their ads:



CORPORATIONS	EST. 2025 ILLINOIS REVENUE FROM DIGITAL ADS
Google	\$3.1 Billion
Meta (Facebook & Instagram)	\$2.7 Billion
Amazon	\$1.6 Billion

- ➔ Tech corporations extract our personal data by leveraging their monopolistic control of online platforms and services essential to modern life. Their large profit margins are evidence that our data is worth far more than the services they provide.

- ➔ This year, Tennessee, Rhode Island, New York, Montana, and Hawaii are all considering digital ad taxes.

OUR PROPOSAL

Impose a 10% tax on digital advertising revenue on corporations that make over \$150 million from digital ads. This tax would only impact the largest corporations profiting off of our personal data.

REVENUE ESTIMATE

A Digital Ad Tax would be a significant and growing source of revenue for the state.¹



YEAR	EST. IL DIGITAL AD TAX REVENUE
FY 2025	\$775 Million
FY 2026	\$895 Million

Maryland's successful digital ad tax has raised millions in revenue for the state's education system. The law has so far withstood big tech lawsuits, though litigation is ongoing. While big tech invariably threatens states considering a digital ad tax with litigation, our proposal was workshopped with legal experts to avoid many of the largest legal risks associated with the Maryland law.

¹ Estimates based on digital advertisement revenue projections from Emarketer.

CONTACT

Jeremy Rosen, Shriver Center on Poverty Law
Shaddi Zeid, The People's Lobby

jeremyrosen@povertylaw.org
shaddi@thepeopleslobbyusa.org